Álvaro Carvajal Gómez
Director de Planeación Estratégica
McCann Worldgroup Mexico

Estudios de Comunicación Social, Maestría en Marketing y Strategic Planning. 17 años de carrera profesional como Director Creativo, Director de Cuenta, Gerente de la oficina de McCann Medellín en Colombia, VP de Planning, VP de Cuenta para Coca-Cola y VP Ejecutivo para McCann Colombia. En los doce años en McCann Erickson ha trabajado en la planeación estratégica de marcas locales en las categorías de aerolíneas, telecomunicaciones, servicos financieros y alimentos y marcas globales como MasterCard, Coca-Cola, Nestlé, GM, Sony, Wyeth y Bimbo, con las cuales ha logrado más de 10 premios EFFIE's (efectividad publicitaria).
Igualmente ha liderado proyectos de investigación como el Estudio Regional de Consumidor Emergente en Latinoamérica, Estudio del comportamiento del consumidor frente a la crisis en México y estudio de la Mujer Mexicana.

• Led product development team to create industry's first co-branded fleet aviation bankcard for commercial card, leveraging systems to create a single point of sale, and data repository for credit transactions.

• Improved operational productivity 55%, setting new benchmark by creating best practices and implementing innovative training program.

• Led resolution of public sector client's program issues. Negotiated changes with bankcard associations, fleet operators, and service providers. Corrected all issues, rescuing client relationship; saved $38MM.

• Led standardization and streamlining effort; integrated functions to streamline operation by 55% while increasing productivity 52%.

• Created strategic partnership, launched best practices to grow bank card sales 75% in 30 days.

• Created initiatives to resolve employee morale and satisfaction issues while improving operational performance. Delivered an 18% improvement, from 66% to 78%.

Lynne's first-hand knowledge of Risk Management coupled with her experience in helping FICO's global clients establish more profitable business processes, make her a valued member of FICO's leadership team and a sought-after speaker.